

CONSUMER RESPONSE UPDATE

June 2003: Issue N°16



Ontario Tourism
Marketing Partnership
Corporation
Partenariat ontarien
de marketing touristique

HIGHLIGHTS

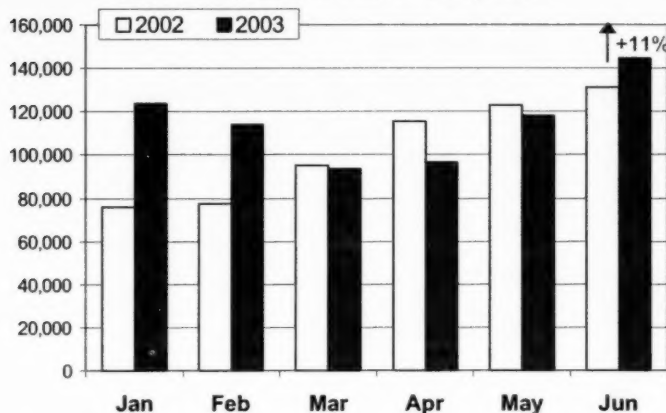
- User sessions at OntarioTravel.net reached an all-time high level in June, rising 11% over June 2002.
- To date, 49,500 consumers have registered with OntarioTravel.net! 31,200 have opted in!
- User sessions at TourismPartners.com grew 61% in June over June 2002.
- Consumer requests for fulfillment jumped 66% over June 2002!

WEB SITES

CONSUMER SITE – www.OntarioTravel.net

- June results at OTMPC's consumer Web site provide reason for cheer!
- Following 3 consecutive months of year-over-year drops in user sessions amid SARS and War, user sessions grew 11% in June over June 2002 to total 145,000. Even better, user sessions at the site have never before been this high!

**User Sessions Increase in June:
Jan - Jun, 2003 vs. Jan - Jun, 2002**



- It seems likely that the following factors got consumers thinking once again about travel in Ontario, motivating user sessions in June:

- The weather became summer-like across Ontario after a long, cold winter.
- OTMPC's Summer 'Signs' and 'Rush Hour' Television spots and full-page Summer Newspaper ads, primarily

directing consumers to OntarioTravel .net, ran domestically. Summer advertising last June primarily directed consumers to 1-800-ONTARIO.

- OTMPC's Angling, Adventure and Summer contests ran with OntarioTravel.net through the first 3 weeks of June.

▪ A high-profile 'Concert for Toronto', announced by the Ontario government and created to promote Toronto's tourism in the face of SARS, occurred on June 21.

- The last probable case of SARS in Toronto was detected and immediately isolated.

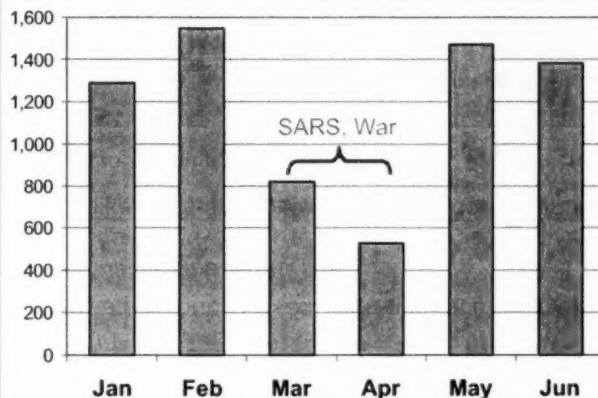
REGISTERED CONSUMERS

- From the 2002 site launch to July 2, 49,500 consumers across the world registered with OntarioTravel.net! Nearly a quarter of these registrations (22%) were generated in June.

- Most registrations, to date, are from Canadians (74%) and Americans (23%).

- American registrations, averaging 1,400 per month in January and February, dropped to average just half of that in March and April amid SARS, War and a weak U.S. economy. Since, American registrations have returned to average 1,400 per month in May and June.

**U.S. Registrations With OntarioTravel.net
January – June, 2003**



ONTARIO
More to Discover

▪ January to May, 5% of user sessions, on average, resulted in consumer registrations. 8% of user sessions in June resulted in registrations. The greater proportion of registrations in June was a likely result of OTMPC's Angling, Adventure and Summer Campaigns, which encouraged consumer registrations with the site through contests.

▪ Of consumers registered with OntarioTravel.net, 31,200 have opted to receive e-marketing material from OTMPC!

PARTNERS SITE –www.TourismPartners.com

▪ In June, user sessions at TourismPartners.com grew 61% over June 2002.

▪ The increase in user sessions is likely owed to OTMPC's June Partnership Forums and Minister Coburn's June 19 announcement launching a \$5 million Destination Marketing Partnership Fund, designed to help communities across Ontario revive their tourism industries and draw new visitors.

▪ User sessions, averaging 149 per day in June, more than doubled on June 19 with the Minister's announcement. Both the Partnership Forums and the Minister directed the industry to TourismPartners.com.

▪ The most downloaded files from TourismPartners.com in June were OTMPC's 2003 Marketing Plan (1,803 downloads) and the submission guidelines for the Destination Marketing Partnership Fund (1,563 downloads).

REGISTERED PARTNERS

▪ From the site launch to July 2, 3,000 partners registered with TourismPartners.com.

CALL CENTRE

▪ Calls to the Call Centre in June dropped 27% over June 2002 to total 49,300.

▪ The drop in calls has been occurring over the past few years as consumers are increasingly choosing the Web over the phone when seeking travel information.

▪ It also seems likely that the drop in call volume in June is tied to marketing. Last June, 600,000 Summer

postcards were delivered domestically listing 2 lines at 1-800-ONTARIO as the primary calls-to-action.

▪ Calls in response to the June 2002 Summer postcards were over 20,000. Calls this June were lower by almost exactly this much.

▪ OTMPC's 2003 Summer postcards dropped earlier than last year and primarily directed consumers to a contest site with Ontario Travel.net.

▪ In June, 88% of calls to 1-800-ONTARIO came from Canadians. 12% came from Americans.

FULFILLMENT CENTRE

▪ In June, consumer requests for fulfillment jumped 66% over June 2002.

▪ 73,100 pieces were requested by Canadians (88%), Americans (11%) and overseas residents (1%).

▪ Growth in fulfillment requests likely came from consumers' new ability, versus last June, to order fulfillment pieces online at OntarioTravel.net. Fulfillment ordered online in June totalled 25,100 pieces and comprised 34% of pieces distributed.

▪ As well, OTMPC's Summer Newspaper ads and TV spots running in June primarily directed consumers to the Web to order Summer guides.

Top Five Fulfillment Requests: June 2003

	Fulfillment Piece / Guide	Quantity Distributed
1	Ontario Road Map	11,400
2	Summer Experience Guide	10,522
3	Summer Events Guide	9,683
4	Ontario Reference Guide	8,375
5	Ontario Parks Guide	5,080

ONLINE PUBLICATIONS

▪ OTMPC's Summer Experience (16,919 downloads) and Events (11,918 downloads) Guides were the most downloaded publications from OntarioTravel.net in June.

ONTARIO
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